



Fair Trade

ADVOCACY OFFICE



2014-2015
Annual Report



Table of contents

Foreword	03
About us	04
Institutional links & networks	06
Our work in 2014 and our plans for 2015	07
Fair Trade Advocacy Office People	14
Fair Trade Advocacy Office Numbers	19
Events and activities	22
Financial results	23

Foreword

2014 was an important year for Europe: following the European Parliament (EP) elections, the main governing institutions of the European Union (EU) changed leadership. It was a year to take stock of what the EU has achieved so far and what are the challenges ahead. For the Fair Trade movement it was time to look back on what has been done at EU level to provide better market access opportunities for Fair Trade producers and introduce more equity in international trade. The Fair Trade Advocacy Office (FTAO), encouraged by its own campaign for the EP elections, felt the need for a more wide-reaching, coordinated approach at EU level in order to mainstream the concept of Fair Trade among the EU policy areas. This idea was also supported by a close cooperation with local and regional authorities that are particularly active in this area.

The Committee of the Regions is a long-standing supporter of the concept of Fair Trade. This was clearly expressed in its 2010 opinion which already called for a “European Fair Trade Strategy” for Local and Regional Authorities, which was unfortunately not followed up by the European Commission (EC). 2015 being a landmark year for development at EU but also international level, was perceived as an ideal opportunity to put this topic at the forefront of the EU agenda on sustainable development.

Encouraged by this group of local and regional authorities, I decided to write an own-initiative opinion on this topic. A study on the existing policy frameworks supporting Fair Trade at EU level will be issued as well, which will include a selection of best practices from cities and regions in Europe on the topic.

There are already many examples of Fair Trade promotion at local and regional level: the Fair Trade Towns campaign gathers to date more than 1.500 communities in Europe. In some countries the concept of Fair Trade provinces and regions is also becoming very popular. Both Wales and Scotland in the United Kingdom have declared themselves Fair Trade nations. In my country Germany, many of these good practices are encouraged by the German Fair Trade Capital award. The EU should follow this model and launch a “European Fair Trade Capital” scheme, similar to already existing schemes that would give incentives to European municipalities to carry

forward their commitments in Fair Trade.

In my opinion I have as well highlighted other areas in which the Commission should adopt concrete measures to foster both the demand and the supply of Fair Trade products to the EU. In particular, the exchange of good practices and the creation of learning communities should be encouraged.

The upcoming Trade Strategy to be adopted soon by the Directorate General for Trade as well as the implementation of the -yet to be agreed- Sustainable Development Goals (SDGs) provide two excellent frameworks to pursue an ambitious stance on Fair Trade driven by the EU.

I look forward to the adoption of this opinion by the Committee of the Regions and also to the follow-up of this important topic by the EU institutions. I am confident that the FTAO previous work in this area and the good cooperation with local and regional authorities will result in a positive outcome for them to continue working together in a policy environment conducive to the further promotion and support of Fair Trade.

Barbara Duden

Vice-President of Parliament of the Free and Hanseatic
City of Hamburg, Germany.

Rapporteur of the Committee of the Regions
“Local and regional support for Fair Trade in Europe” 2015 Opinion



"FTAO has proven to be a very knowledgeable partner in our cities' ambition to be part of the frontrunners in promoting Fair Trade. We know them to be open minded when dealing with different objectives and interests with their partners. They are not just promoters of one label or salespeople of Fairtrade products and therefore, from a government perspective, they are an interesting organization to work with."

Wouter Boesman, Office of North-South Cooperation City of Gent

About us

What is the Fair Trade Advocacy Office?

The Fair Trade Advocacy Office (FTAO) speaks out on behalf of the Fair Trade movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South. The members of the FTAO are Fairtrade International, the World Fair Trade Organization and the World Fair Trade Organization-Europe. Through these three networks the FTAO represents an estimate of 2.5 million Fair Trade producers and workers from 70 countries, 19 labelling initiatives, over 500 specialised Fair Trade importers, 4,000 World Shops and more than 100,000 volunteers.

Our history

The FTAO was born in 2004 when the Fair Trade networks set up an informal advocacy cooperation mechanism. In December 2010, the Fair Trade networks formalised their commitment and set up the FTAO as a legally independent foundation "Fair Trade Advocacy Office" with the mandate to advocate for policies in support of Fair Trade and Trade Justice and to strengthen the Fair Trade movement, the Fair Trade networks and their members' capacities to interact and have an on-going dialogue with policy-makers. The FTAO Secretariat is based in Brussels.

Our mission

To speak out on behalf of the Fair Trade movement for Fair Trade and Trade Justice with the aim to improve the livelihoods of marginalised producers and workers in the South.

Our vision

A world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full human potential.

"Working with FTAO was a real pleasure. We found the staff supportive of our work and highly professional at managing our project."

Andrew Taylor, Climate Change Campaigns and Communications Manager People & Planet

Our main goals

In 2011 the FTAO Board of Directors agreed on the **FTAO 2011-2015 strategic plan**, which clearly lays down the vision, mission and scope of work for the 2011-2015 period. It also sets out that the main objectives are linked to the EU supporting Fair Trade, Trade Justice and strengthening the Fair Trade movement's political advocacy in Europe. The FTAO strategic plan and its objectives for the 2016-2020 period will be re-defined during 2015.



What is Fair Trade?

Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade (Definition in the **Charter of Fair Trade principles**, 2009).

Our Members

Fairtrade International



Fairtrade International is a global non-profit organization that works with farmers and workers in developing countries to improve lives through better prices, decent working conditions and fairer deals for their products. Fairtrade International owns the FAIRTRADE Certification Mark, a registered trademark recognized around the world. Fairtrade products are sold in over 125 countries worldwide.

Producers have a strong voice at every level of Fairtrade, from how they invest in and run their local organizations, to having an equal say in Fairtrade's global decision-making. Three producer networks in Africa, Asia and Latin America and the Caribbean, represent small farmers and workers in our governance. National Fairtrade organizations promote Fairtrade to consumers and businesses in their countries. Over 1.5 million small farmers and workers in 74 countries benefit from Fairtrade.

Fairtrade International has its headquarters in Germany. More information: www.fairtrade.net

World Fair Trade Organization



The World Fair Trade Organization (WFTO) is a global network of organisations representing the Fair Trade supply chain. Membership in WFTO provides Fair Trade organisations with credibility and identity by way of an international Guarantee System, a place of learning where members connect with like-minded people from around the world, tools and training to increase market access, and a common voice that speaks out for Fair Trade and trade justice - and is heard. WFTO is the home of fair traders: producers, marketers, exporters, importers, wholesalers and retailers that demonstrate 100% commitment to Fair Trade and apply the 10 WFTO Principles of Fair Trade to their supply chain. The works and achievements of its members make WFTO a global authority on Fair Trade and a guardian of Fair Trade values and principles.

WFTO's route to equity in trade is through the integrated supply chain. Practices used across the supply chain are checked against the WFTO Fair Trade Standard, a set of compliance criteria based on the 10 Fair Trade Principles and on International Labour Organisation (ILO) conventions.

The WFTO operates in over 70 countries across 5 regions

"Working closely with this group of thoughtful and committed people and fighting together for fair trading practices is not only the core mission of our network, but a continuous source of inspiration for our daily activities across Europe."

Francesca Giubilo, Coordinator of WFTO-Europe

(Africa, Asia, Europe, Latin America, and North America and the Pacific Rim) with elected global and regional boards. More information: www.wfto.com

The European Branch of the World Fair Trade Organization (WFTO-Europe)



WFTO-Europe is formed by more than 70 members across 15 European countries, amongst them Fair Trade Organisations, national Fair Trade Networks and Fair Trade Support Organisations. It is the European branch of WFTO. The goals of WFTO-Europe include representing Fair Trade in Europe, supporting Fair Trade policies and supporting the global Fair Trade network. WFTO-Europe carries out its mission through campaigning, policy, advocacy, monitoring and market access. The WFTO-Europe has its office in Belgium. More information: www.wfto-europe.org

European Fair Trade Association (EFTA)



An association of 10 Fair Trade importers in nine European countries: Austria, Belgium, France, Germany, Italy, The Netherlands, Spain, Switzerland and the United Kingdom. EFTA was established informally in 1987 by some of the oldest and largest Fair Trade importers. It gained formal status in 1990. The aim of EFTA is to support its member organisations in their work and to encourage them to cooperate and coordinate. It facilitates the exchange of information and networking, it creates conditions for labour division and it identifies and develops joint projects. EFTA is based in the Netherlands. www.eftafairtrade.org

Note: EFTA has, as of January 2015, withdrawn from its long-time direct involvement and support to the Fair Trade movement advocacy activities. WFTO-Europe (of which EFTA is a member) fully therefore takes up henceforth the representation and support to FTAO on behalf of Fair Trade Organisations in Europe. The FTAO would like to thank EFTA members and the EFTA Manager, Marlike Kocken, for the many years of excellent cooperation.

Institutional links & networks



15 January 2014 (Brussels): Toast to Fair Trade in Public Procurement.

From Left to Right: MEP Marc Tarabella (S&D, Belgium), MEP Linda McAvan (S&D, UK), EU Internal Market Commissioner Michel Barnier, MEP Heide Rühle (Greens, Germany) and Malcolm Harbour (ECR, UK)

At Global level, FTAO is member of

- United Nations Environment Programme (UNEP) Sustainable Procurement Initiative
- Beyond 2015 campaign

"Our cooperation with the Fair Trade Advocacy Office is a very pragmatic and reciprocal partnership. We exchange contacts of decision-makers or producer representatives, we write common policy statements, organise together advocacy events and share our expertise in working groups on topics such as private sector in development. We are delighted to have FTAO as a key and reliable partner for the cooperative movement."

Marc Noël, Cooperative Development Manager, Cooperatives Europe

FTAO is a member of the following EU advisory groups

- High Level Forum for a Better Functioning Food Supply Chain
- Advisory Group on Organic Farming
- CAP - International Aspects of Agriculture
- Trade Civil Society Dialogue
- Policy Forum on Development
- Domestic advisory groups on trade and sustainable development of the EU free trade agreement with Colombia and Peru as well as under the EU-Central America Association Agreement
- Consultative Committee on the implementation of the Economic Partnership Agreement between the EU and the Caribbean countries (CARIFORUM)



EU Development Commissioner Andris Piebalgs supports Fair Trade Beyond 2015

FTAO counts as main civil society, industry and local authority partners

- International Cooperative Alliance, Cooperatives Europe and Euro-coop
- CONCORD, European NGO confederation for Relief and Development
- International Trade Union Confederation (ITUC) and various of its sector-specific and regional networks
- ICLEI, Local Government for Sustainability
- Common Cause and Smart-CSOs Lab

FTAO is also founding member of various networks

- Local and regional support for Fair Trade in Europe Dialogue
- European Year for Development (2015) Civil Society Alliance
- Civil Society Organisations Group on International Development
- Alternative Trade Mandate Alliance (ATM)
- Brussels Trade Bunch (BTB)
- Network for Sustainable Development in Public Procurement (NSDPP)
- Informal coalition against Unfair Trading Practices



Our work in 2014 and our plans for 2015

Below you will find a brief description of the priority areas of work of the FTAO in 2014 and our plans for 2015.

- Priority 1. Enabling policy environments for Fair Trade
- Priority 2. Power in supply chains campaign
- Vote for Fair Trade campaign
- Cotton on to Fairtrade procurement project

Priority 1. Enabling policy environments for Fair Trade

1. 1. European strategy for Fair Trade

To date the EU support to Fair Trade has varied significantly among its different institutions. The European Commission, which coordinates EU policies, has so far adopted a hands-off approach to Fair Trade: while acknowledging its contribution to sustainable development, it has not come up with targeted initiatives in one or more policy fields, as foreseen in its official Communication on Fair Trade dating from 2009. The lack of a “Fair Trade strategy” at EU level is in contrast with the increasing number of public authorities that put in place policies in support of Fair Trade at local, regional and national level across Europe.

Throughout 2014, the FTAO advocated therefore for a more ambitious EU approach to Fair Trade. This was one of the demands contained in the VOTE4FT manifesto.

The aim is that the EU adopts a coordinated, pro-active strategy to promote Fair Trade across EU competences, such as development, trade, sustainable consumption, and production.

For example, one of the concrete measures to be put in place at EU level is the setup of a “European Fair Trade Capital Award”. This contest would reward local and regional authorities’ efforts in Fair Trade and would give visibility to Fair Trade in Europe. For this concrete outcome, the FTAO is counting on the support of European local and regional authorities that are very active in this

- **FTAO:** Fair Trade Advocacy Office
- **VOTE4FT:** Vote for Fair Trade
- **EU:** European Union
- **EC:** European Commission
- **MEPs:** Members of the European Parliament
- **DG:** Directorate-General
- **UN:** United Nations
- **UTPs:** Unfair Trading Practices
- **SDGs:** Sustainable Development Goals
- **CSOs:** Civil Society Organisations

area. Sharing joint advocacy objectives with other actors of different nature but with similar interests is proving to be very effective. Traditional allies of the Fair Trade movement like the EP (especially its Fair Trade Working Group) are being very supportive as well, and have already engaged with the EU Trade Commissioner on this topic. The Committee of the Regions, which had already in 2010 put forward the idea of a coordinated European Fair Trade Strategy, has taken the initiative to issue a new Opinion on the local and regional support to Fair Trade, as well as commissioning a study in support of the political position.

“My participation in the European Parliament Fair Trade Working Group was a very valuable experience and I enjoyed working across party-lines to promote the idea of Fair Trade in EU politics. It was very beneficial for our MEP team and for the Fair Trade Advocacy Office at the same time to exchange information on on-going policy issues related to Fair Trade.”

**Barbara Redant, Assistant of MEP Bart Staes,
The Greens/EFA**

Within the Fair Trade movement, FTAO is relying on a project team led by the French Fair Trade Platform. A European Strategy for Fair Trade should bring concrete benefits for Fair Trade in Europe. It should foster the uptake of Fair Trade by EU citizens, companies and public authorities, in the context of sustainable consumption

and public procurement policies. In order to make the case for this Strategy, the FTAO is showcasing the best practices available at the national level (like for instance the French National Action Plan or the German Fair Trade Capital Award). The collection of best practices is also providing useful information to Fair Trade actors to advocate for more enabling policy environments for Fair Trade in their own country.

A more supportive EU policy environment for Fair Trade would also represent an opportunity for Fair Trade producers in the Global South. The FTAO is asking the EU to promote the uptake of Fair Trade schemes by small producers in third countries, while fostering the access of their products to the European market under Fair Trade terms. This should be facilitated in the trade agreements that the EU signs with countries from the South, and on the ground with the support of the EU Delegations which should be trained about this topic and should be in touch with Fair Trade platforms.

In 2015, there will be various EU policy windows of opportunity for the EU to translate this support to Fair Trade into specific strategies.

The Directorate General for Trade is shaping its trade policy agenda for the coming years. A new policy communication will be issued in the autumn and the FTAO expects the Commission to commit to specific deliverables and follow-up actions for small producers in the South.

In addition, there are several government-led initiatives about working conditions in global supply chains, at Members State and EU level, both focusing on a specific value chain like textiles, and also cross-cutting initiatives. The FTAO sees them as an opportunity to address the main causes of unsustainable supply chains. One of the priorities for the FTAO to advocate in this area will be to ensure that all parts of the chain are guaranteed a living income -in the case of farmers- or wage -in the case of artisans and workers.

For the promotion of fairly traded products in sustainable consumption and production policies, the implementation by the EU of the future UN SDGs to replace the Millennium Development Goals after 2015 will be the right framework. As a matter of fact, the Commission has already acknowledged the contribution of private sustainability schemes (with a specific mention to “fair trade schemes”)

as key tool in the implementation of the post-2015 SDG framework. The specific trade measures in support of small farmers are best placed in the upcoming revision of the Aid for Trade strategy.



2 April 2014 (Brussels): European Parliament Fair Trade Working Group meeting Fair Trade cotton producers from West Africa

1.2. Role of the private sector in development

The European Commission started in 2013 a reflection process on how the EU could work with the private sector to achieve its (sustainable) development outcomes. The FTAO, building on work that started in 2013, attended, provided input and made presentations at various consultations on this topic organised by the European Commission and various stakeholders.

In this context, the FTAO welcomes the EC initiative to work with the private sector, but also warns of its potential risks. The FTAO has been advocating, together with the cooperative movement, for adapted EU strategies for engagement with different type of private sector actors. In particular, the FTAO and Cooperatives Europe have been making the case for the need for an EU strategy to engage with and support people-centered business models in the EU partner countries.

The European Commission issued on 13 May 2014 its policy Communication **“A Stronger Role of the Private Sector in Achieving Inclusive and Sustainable Growth in Developing Countries”**. The FTAO welcomed the commitments made in this policy document to “support for fair and ethical trade” as well as “people-centred businesses”. The FTAO, together with its partners, will continue monitoring the implementation of this strategy in 2015 and also beyond 2015, as the role of the private sector is also expected to be a key feature of the implementation of the post-2015 Sustainable Development Goals to be adopted in September 2015 in New York.



Priority 2. Power in supply chains

The Fair Trade movement decided to run from 2014 to 2016 the Power in Supply Chains campaign to tackle one of the root causes of unfair trade: massive imbalances of (buyer) power along supply chains that eventually lead to situations where producers and workers at the beginning of the supply chains have to pay the price with even worse working conditions and lower remunerations.

The FTAO is coordinating this campaign for trade justice which includes actions on a lobby as well as on a public campaigning level. The objective is to push the EU to implement better protection of weaker parties in supply chains against power abuses to stop the relentless downward pressure, but also to start a discussion on how to combat the issue of power concentration on a more fundamental level, e.g. by utilising competition law in a more progressive way.

In 2014 the FTAO started to bring together the Fair Trade movement behind the theme of imbalances of power. Beyond Fair Trade actors a wider coalition was composed with other networks such as development CSOs, as well as trade and farmers unions. FTAO could expand on previous cooperation with a coalition led by Traidcraft and

the work they did. Stronger cooperation was also sought particularly in advocacy work with farmers' movements, such as COPA-COGECA (the united voice of farmers and their co-operatives in the EU).

Throughout 2014 FTAO continued its advocacy work from previous years for fairer and more sustainable supply chains by meeting EU representatives, e.g. the cabinet of the EU Internal Market Commissioner Michel Barnier, and taking part in official bodies, such as the Expert Platform on Business to Business Contractual Practices in the Food Supply Chain under the EU High Level Forum on the functioning of the food supply chain. The FTAO also enriched the political discussion for example by commenting on the weaknesses of the EC Communication on UTPs from June 2014 that missed the opportunity to call for EU wide credible enforcement against UTPs.

"FTAO's campaigns such as the 'Vote for Fair Trade Campaign' or the 'Power in Supply Chains Campaign' are like an umbrella for national Fair Trade organisations in Europe to cooperate together across borders on key advocacy issues. At the same time, these EU-wide campaigns provide an important link between the activities of our Fair Trade volunteers at the national grassroots level and the advocacy work in Brussels."

Anna Hirt, Campaign Coordinator,
Weltladen-Dachverband, Germany

In order to lay a sound theoretical framework of the topic, FTAO commissioned together with Traidcraft, the Plateforme pour le Commerce Equitable (PFCE) and Fairtrade Deutschland analytical research into the imbalances of power. The drafting of the report was designed to be very inclusive to participate the Fair Trade movement as much as possible in the research and in the development of the common advocacy positions, giving the possibility to FTAO for achieving the goal of strengthening Fair Trade movements. To gain more analytical depth and relevance the drafting process also included the partners of the wider coalition. To get a worker perspective, trade unions were consulted, thereby deepening ties that emerged in 2013, especially with the International Trade Union Confederation (ITUC) and the European Federation of Food, Agriculture and Tourism Trade Union (EFFAT).

The consultation and drafting process culminated into the report **“Who’s got the power? Tackling imbalances in agricultural supply chains”**. The report shows how the growing integration –and concentration of power- in agricultural supply chains is having serious effects along supply chains but specifically on producers far away from the supermarket shelves, for example via UTPs that are not accidental but structural. To tackle these situations the report puts forward specific recommendations including suggestions for credible enforcement against UTPs, ideas for a renewed competition law framework, a call for support for Fair Trade as a best practice example of how supply chains already can work for small producers and workers.

To bring the findings and recommendations to the attention of EU decision makers the report was officially launched in the European Parliament at the event “Solutions to tackle imbalances of power in agricultural supply chains”, hosted by MEP Catherine Stihler, Vice-chair of Internal Market and Consumers Committee (IMCO) of the European Parliament. Inputs from the panel were given by MEP Mairead McGuinness, Vice-President of the EP and chair of an MEP informal working group on the issues in supply chains, Claire Bury, Director of Directorate E – Service of DG Internal Market and Services of European Commission, Olivier De Schutter, former UN Rapporteur on the right to food, Adam Bedford representing farmers from the UK (National Farmers Union) and Europe (COPA-COGECA), and MEP Dennis de Jong, rapporteur of the EP report on the European Retail Action

Plan. The event was successful and well attended. Afterwards the occasion was used to further build coalitions with attending civil society partners.

We will focus our work in 2015 on the UTP aspects of the power imbalance issue, given the current EU follow-up to the insufficient EC Communication from June 2014. But we will also tackle power concentrations on a more fundamental level to make trade more just and sustainable by bringing together the elements to start a discussion on the general problem of power concentration by spreading ideas for a shift of the current EU competition law’s narrow interpretation of consumer welfare that only focuses on the lowest price towards a more sustainable interpretation that also includes producer welfare, the environment and future generations.

Activities in 2015 will occur on various levels:

Advocacy

- FTAO will continue to advocate before the EU institutions to show the repercussions of the current enforcement systems on non-EU producers. We will put pressure on the EC by bringing further evidence that voluntary systems alone do not work.
- FTAO will provide partners with tools to test if their Member States’ system is fit for complaints by non-EU producers. We will help build capacities of partners, specifically Fair Trade actors across Europe, to lobby their governments.
- 2015 will see by the respective national Fair Trade movements the launch of translations of the reports in French, German, and Polish. The releases will also contribute to the national discussions.

Public awareness raising

- The FTAO will support public awareness raising on national level by its movement partners.
- A petition will be started with the Make Fruit Fair II coalition led by Oxfam Germany.

Research

- The report of 2014 will be followed in 2015 by another one that focuses on the power imbalances in a single commodity. It will also shine light on the externality costs of seemingly cheap products. The report will be launched in the EP at the end of the year.

“The cooperation with FTAO is based on mutual exchange of expertise. We in EFFAT benefit from their specialised knowledge on Fair Trade and from their contacts to small-scale producers and plantation workers in the global South. Besides that it is lovely to work with them as they are a very result-oriented and a really nice team of people”.

Estelle Brentnall, EFFAT (European Federation of Trade Unions in the Food, Agriculture and Tourism)

Cotton on to Fairtrade procurement project

2014 saw the end of the “Cotton on to Fairtrade procurement project”. For its final conference, the project joined the LANDMARK Conference “Moving Towards Socially Responsible Public Procurement” which took place in Bremen on 27 March 2014.

With over 140 participants from more than 20 countries, the conference was a real success. It stimulated active dialogue on the challenges and opportunities for responsible procurement among the participants from all different societal domains (academia, public procurers, NGOs, producers as well as suppliers).

The FTAO organised a workshop to present the main outputs of the “Cotton on to Fairtrade procurement”. For that occasion the FTAO had the honour to count on the presence of Soloba Mady Keita, Secretary General of the National Union of Cotton Producers’ Cooperative

Societies in Mali and Yousouff Sidibe from the Association of African cotton Producers. Other participants to the workshop were procurers from the French Post Office La Poste and the city of Paris in France, who drew on their experiences with purchasing Fair Trade cotton uniforms.

The European Fair Cotton Procurement Awards ceremony was the culminating moment to a full day of fruitful exchanges and interesting meetings. This first-ever pan-European Award Scheme allowed the participating organisations to show that Fair Trade commitments made in the frameworks of different campaigns can be translated into real purchasing practices in support of cotton farmers and workers in the South. The winners were the city of Paris and the French Post Office, the municipality of Traun in Austria and the London School of Economics in the United Kingdom.

27 March (Bremen): European Fair Cotton Procurement Awards

From the left to the right: Jon Emmett, Peter Fennelly, Maxime Dayan, Sylvain Fresnault, Yousouff Sidibe, Soloba Mady Keita, Lohengrine Schulz, Harald Seidl, Werner Holzinger, Rachid Sifany, Elba Estrada



Vote for Fair Trade campaign



European Commission President Jean-Claude Juncker showing his support to Fair Trade during European elections

Vote for Fair Trade (Vote4FT) campaign aims at coordinating awareness-raising and advocacy actions of the Fair Trade actors before, during, and after the European Parliament (EP) elections of May 2014. The objective is to ensure a coherent approach in how Fair Trade actors in the EU approach citizens, EP candidates and EU decision-makers.

After a first year (2013) mostly dedicated to preparing the ground for the campaign together with the other European Fair Trade actors, 2014 was the election year. The FTAO organised a series of capacity building sessions with Fair Trade actors in Brussels in April in order to ensure that they were prepared for the campaign. FTAO provided tools such as template letters, promotional material in the form of testimonials but also background papers, providing key information on why Fair Trade matters at the EU level, on the relevance of EU policies for Fair Trade, on the growing support that Fair Trade is enjoying, on the analysis of the current EU policies in terms Fair Trade and Trade Justice. And finally, the last but most important tool for the campaign was the Fair Trade Manifesto; a document summarising the most important demands of the Fair Trade movement to be endorsed by the candidates to the EP. Most of these materials were translated by the national Fair Trade movement actors

from English into the main European languages: French, Spanish, German, Italian and Polish.

Capacity-building events for the Fair Trade movement were organised at national level by the Fair Trade actors in Poland, France, Italy and Czech Republic with the objective to present the Vote4FT campaign and the opportunities to engage with MEPs for their volunteers. Fair Trade activists would then approach MEPs candidates during their campaign in their region and seek for their support to Fair Trade. FTAO supported these trainings and took part in some of them.

Candidate running for the European Parliament elections were also invited to participate in public debates and discuss what they would do for Fair Trade, if elected. The FTAO supported the Fair Trade actors in organising and taking active part in these debates in Austria, Sweden, Belgium and Spain. FTAO co-organised with the European Youth Forum a public debate with young Europeans, candidates and Fair Trade movement representatives on what the EU could do to support Fair Trade, a week before the elections in May 2014. This debate took place in the framework of the European Youth Event (EYE) in Strasbourg, France.

Special attention was also given to the so-called "top-candidates", which according to a new system were campaigning for the position of the new President of the EC. The FTAO managed to meet with three of the five top candidates and to obtain their support to the Fair Trade manifesto. The following candidates endorsed the Fair Trade movement demands: Jean-Claude Juncker for the Christian-democrats, Martin Schultz for the Social-democrats and Ska Keller for the European Greens. Jean-Claude Juncker was later appointed President of the new European Commission. Martin Schulz was re-elected President of the European Parliament and Ska Keller was re-elected as a Member of the European Parliament. In addition to these top challengers, two other prominent MEPs have endorsed the Fair Trade Manifesto: Bernd Lange (S&D, Germany) who became the Chair of the Committee on International Trade (INTA) and Linda Mc Avam (S&D, UK) who became the Chair of the Committee on Development (DEVE). Both committees are of key relevance for Fair Trade.

The positive results of the campaign over the elections are explained below on the 'Fair Trade Advocacy Numbers' section.

After the positive achievements during the campaign, the FTAO organized a Fair Trade Breakfast in October 2014 in order to welcome the new MEPs, invite them to join the Fair Trade Working Group and present the main priorities.

More than 30 MEPs were welcomed by Fair Trade representatives from their countries and were informed about the two key demands that the Fair Trade movement would like to see promoted: the support to a new European Strategy for Fair Trade and the issue of imbalances of power in agricultural supply chains.

FTAO will pursue these objectives for 2015 to place these two priorities ahead. To facilitate this work, six project groups were set up by the EP Fair Trade Working Group:

1. Setting up a Fair Trade Shop and influencing the European Parliament's internal procurement policy

2. Unlocking the power of local authorities

3. EU trade policy and sustainable products

4. Development policy post-2015 and Fair Trade and Sustainable Consumption policies post-2015

5. New EU Organic Regulation: impact on non-EU farmers

6. EU Internal Market and Competition policies against imbalances of Power in Supply Chains

Finally, in 2015, the FTAO will continue to capitalise on the results of this campaign to strengthen the Fair Trade movement and its capacities to advocate for Fair Trade in Europe, as well as building up the strength of the Fair Trade Working Group in the European Parliament and the support of key figures in the new European Commission, including Trade Commissioner Ms. Malmstrom, Development Commissioner Mr. Mimica.



10 May 2014 (Strasbourg): The European Youth Event 2014 (EYE 2014)



Fair Trade Advocacy Office People

FTAO Board of Directors

The Board of Directors is the body with ultimate responsibility for the FTAO. It oversees the management and gives strategic advice to the FTAO. It met three times in 2014. Its members have been / are:

- **Jenny Borden**, independent Chair until December 2014
- **Paul Spray**, Board member until March 2014 (appointed by the European Fair Trade Association) and new independent Chair as of January 2015
- **Marlike Kocken**, representing the European Fair Trade Association until December 2014
- **Sophie Tack**, representing the World Fair Trade Organization–Europe
- **Barbara Crowther**, representing Fairtrade International
- **Lily Deforce**, representing Fairtrade International until June 2014
- **Marco Coscione**, representing Fairtrade International as of January 2015

- **Rudi Dalvai**, representing the World Fair Trade Organization–Global as of January 2015

FTAO team in 2014

- **Sergi Corbalán**, Executive Director
- **Elba Estrada**, Project Coordinator
- **Sébastien Leclef**, Project Coordinator
- **Peter Möhringer**, Project Coordinator
- **Petra Hlaváčková**, intern (until February 2014)
- **Alessia Ciardo**, intern (until February 2014)
- **Lorenzo Spiller**, intern (February–August 2014)
- **Maria Crippa**, intern (February–August 2014)
- **Kristýna Němčanská**, intern (as of August 2014)
- **Chiara Gronchi**, intern (as of August 2014)

The FTAO would also like to thank Lukas Decker, who carried out research on the interaction of the FTAO with EU decision-makers and Fair Trade movement members.

FTAO teams

FTAO teams are groups of Fair Trade movement members that work together to achieve one of the FTAO priorities.

FTAO team “European Strategy for Fair Trade”

- **Austria**
Elke Schaupp, Fair Trade Town Campaign
Andrea Reitingner, EZA
- **Belgium**
Patrick Veillard, Oxfam Magasins du Monde
Karlien Wouters, Fairtrade Belgium
- **Denmark**
Magnus Bundgaard Nielsen, Fairtrade Denmark
- **France**
Florence Sonntag, French Fair Trade Platform
- **Germany**
Martin Schüller, Fairtrade Deutschland
- **Greece**
Kareta Eirini, Fair Trade Hellas
- **Hungary**
Györgyi Újszászi, Protect of the Future
- **Italy**
Giorgio Dal Fiume, CTM Altromercato
Eleonora Dal Zotto, AGICES
- **Luxembourg**
Geneviève Krol, Fairtrade Lëtzebuerg
- **Poland**
Tadeusz Makulski, Polskie Stowarzyszenie
Sprawiedliwego Handlu
- **Netherlands**
Jochum Veerman, Max Havelaar Netherlands
- **United Kingdom**
Adam Gardner, Fairtrade Foundation
Rachael Sweet, Fairtrade Foundation
- **Europe**
Francesca Giubilo, WFTO-Europe

“The Fair Trade Advocacy Office is a key partner for our advocacy activity when it comes to policy issues that deal with the European Union, such as development cooperation or trade agreements. Together with the FTAO, CLAC and a Colombian producers’ representation we have organized a meeting with the EU Delegation in Bogotá to discuss the opportunities to promote Fair Trade in the EU-Colombian relations. As CLAC we hope to continue this regional cooperation also in the next years.”

Marco Coscione, Fundraising and Advocacy Coordinator,
Latin American and Caribbean Network of Fair Trade Small
Producers (CLAC) & FTAO Board member (since January 2015)

FTAO team “Power in supply chains”

- **Austria**
Andrea Reitingner, EZA
Gudrun Danter, ARGE Weltläden
Catherine Seewald, ARGE Weltläden
- **Belgium**
Marieke Poissonier, Oxfam-Wereldwinkels
Magalie Schotte, Oxfam-Wereldwinkels
Jean-Marc Caudron, Clean Clothes Campaign
Marc Maes, 11.11.11
Patrick Veillard, Oxfam Magasins du Monde
Karlien Wouters, Fairtrade Belgium
- **Czech Republic**
Barbora Mrázková, EKA
Tomas Bily, On Earth - Society for Fair Trade
- **France**
Emilie Durochat, Plate-forme française pour
le commerce équitable
Anne Marie Berthier, Max Havelaar France
Florence Sonntag, French Fair Trade Platform
- **Germany**
Martin Schüller, Fairtrade Deutschland
Franziska Humbert, Oxfam Germany
Manuel Blendin, Forum Fairer Handel
Andrea Fütterer, GEPA
Benjamin Luig, Misereor
Anna Hirt, Weltladen-Dachverband e.V.
- **Hungary**
Györgyi Újszászi, Protect of the Future
- **Italy**
Gaga Pignatelli, CTM Altromercato
Eleonora Dal Zotto, AGICES
- **Poland**
Tadeusz Makulski, Polskie Stowarzyszenie
Sprawiedliwego Handlu
Anna Skowera, Polskie Stowarzyszenie
Sprawiedliwego Handlu
Nienke Raap, Fairfood International
- **Spain**
Alvaro Areta, Via Campesina
Marta Lozano, Plataforma Estatal Comercio Justo
- **Sweden**
Maria Granefelt, Fairtrade Sweden
Marta Jacobson, Swedish Organisation Trade Retailers

- **The Netherlands**

Keimpe Van der Heide, Dutch Arable Farming Union

- **United Kingdom**

Shivani Reddy, Fairtrade Foundation

Fiona Gooch, Traidcraft

Adam Beford, National Farmers Union (NFU)

Iain Farquar, Bananalink

Sloan Hamilton, Oxfam GB

Tim Aldred, Fairtrade Foundation

- **Europe**

Francesca Giubilo, WFTO-Europe

- **International**

Wilbert Flinterman, Fairtrade International

Laila Castaldo, UNIEurope

Daniele Basso, IUF

Yorgos Altintzis, ITUC

Jerome Chaplier, ECCJ

Laurent Zibell, IndustriALL

Sue Longley, IUF

Morag Webb, COLEACP

Estelle Brentall, EFFATT

Rudi Dalvai, WFTO-Global

Marco Coscione, CLAC

"We can count on FTAO's policy and advocacy expertise whenever we have the opportunity to lobby an important international decision-maker from our Swedish base. FTAO provides us then with valuable background information on the case."

Maria Granefelt, Communication Officer, Fairtrade Sweden

FTAO advocacy network

This network is a group of Fair Trade movement actors working together to promote policies in support of Fair Trade and Trade Justice. Members in 2014 included:

- **Austria**

Bernard Moser, Fairtrade Austria

Elke Schaupp, Fair Trade Town Campaign

Stefan Grasgruber-Kerl, Südwind

Andrea Reitingner, EZA

Catherine Seewald, ARGE Weltläden

Veronika Mayr, Austrian Fair Trade Platform

- **Belgium**

Patrick Veillard, Oxfam Magasins du Monde

Karliën Wouters, Fairtrade Belgium

Julien Lesceux, Fair Trade Towns Campaign

- **Czech Republic**

Barbora Mrazkova, EKA

Tomas Bily, On Earth - Society for Fair Trade

Michaela Nova, Asociace pro Fairtrade

- **Denmark**

Magnus Bundgaard Nielsen, Fairtrade Denmark

- **Estonia**

Riina Kuusik, Fairtrade Estonia

Jaanus Valja, Fairtrade Estonia

- **Finland**

Janne Sivonen, Fairtrade Finland

Lumme Maija, Fair Trade Town Campaign

- **France**

Emilie Durochat, French Fair Trade Platform

Anne Marie Berthier, Max Havelaar France

Morgane Daeschner, Max Havelaar France

Florence Sonntag, French Fair Trade Platform

Mathilde Esnault, Territoires Commerce Equitable

Elodie Nace, Faire Equitable

Estelle Dubreuil, Faire Equitable

David Erhart, Artisans du Monde

- **Germany**

Martin Schüller, Fairtrade Deutschland

Gudrun Schlöpker, Fairtrade Deutschland

Armin Massing, Forum Fairer Handel

Anna Hirt, Weltladen-Dachverband e.V.

Manuel Gorkisch, Forum Fairer Handel

Lisa Hermann, Fair Trade Towns Coordinator

Germany

- **Greece**

Marina Sarli, Fair Trade Hellas

Kareta Eirini, Fair Trade Hellas

- **Hungary**

Györgyi Újszászi, Protect of the Future

- **Ireland**

Melanie Drea, FairTrade Ireland

- **Italy**

Gaga Pignatelli, CTM Altromercato

Vittorio Leproux, CTM Altromercato

Giorgio Dal Fiume, CTM Altromercato

Enrico Reggio, CTM Altromercato



Alessandra Cappellari, Fairtrade Italia
Gabriella d'Amico, Botteghe del Mondo
Eleonora Dal Zotto, AGICES

- **Luxembourg**

Geneviève Krol, Fairtrade Lëtzebuerg

- **Malta**

Mahira Sheikh, Koperattiva Kummerc Gust

- **Poland**

Tadeusz Makulski

Anna Skowera, Polskie Stowarzyszenie
Sprawiedliwego Handlu

Andrzej Zwawa, Koalicja Fair Trade

- **Slovakia**

Darina Manurova, Fairtrade Slovakia

Allan Bussard, Integra

- **Slovenia**

Eva Marn, Humanitas

- **Spain**

Marta Mangrané, IDEAS

David Comet, Fair Trade Towns Campaign

Marta Lozano, Plataforma Estatal Comercio Justo

- **Sweden**

Johannes Hartvigson, Fairtrade Sweden

Linda Ålrud, Fairtrade Sweden

Bertil Hogberg, Swedish Association of World
Shops

Pernilla Stammier Jaliff, Swedish Association of
World Shops

Maria Granefelt, Fairtrade Sweden

Magdalena Streijffert, Fairtrade Sweden

Marta Jacobson, Swedish Organisation Trade
Retailers

Mona Bengtsson, La Maison Afrique Fair Trade

- **The Netherlands**

Jochum Veerman, Max Havelaar Netherlands

Judith Verkuil, Max Havelaar Netherlands

Marijke Visser, Centre Mondial

Melinda Choo, Fair Trade Towns Campaign

- **United Kingdom**

Rebecca Varghese, Traidcraft

Adam Gardner, Fairtrade Foundation

Shivani Reddy, Fairtrade Foundation

Liz May, Traidcraft

Rachael Sweet, Fairtrade Foundation

Tim Aldred, Fairtrade Foundation

- **Europe**

Francesca Giubilo, WFTO-Europe

The FTAO is in the process of enlarging its advocacy network, in partnership with Fairtrade International and WFTO members beyond Europe.

"We as the French Fair Trade Platform take advocacy very seriously. Therefore, FTAO is for us a natural and a valuable partner in our advocacy activity and in our attempt to influence decision-makers in France and Europe. Furthermore, FTAO facilitates us rewarding contacts within its European network of Fair Trade and Civil Society Organisations (CSOs) partners."

Julie Stoll, Executive Director
French Fair Trade Platform (PFCE)



Fair Trade Advocacy Office in numbers

Publications

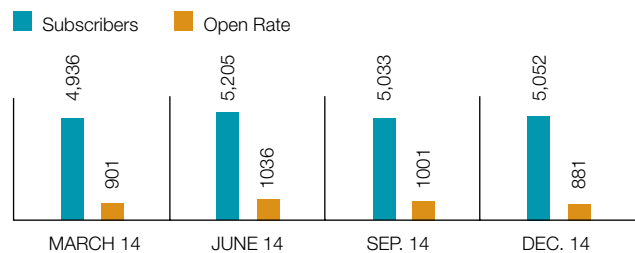
- External Newsletters
- Internal Bulletins
- Press releases
- Videos
- Vote for Fair Trade campaign's results



External Newsletter

The FTAO External Newsletter aims at informing policy-makers, civil society partners, media on the Fair Trade movement political objectives and campaigns. The FTAO published four editions of its external newsletter in 2014. Every issue of the Newsletter includes also a short Fair Trade producer testimonial video.

NEWSLETTER TRENDS

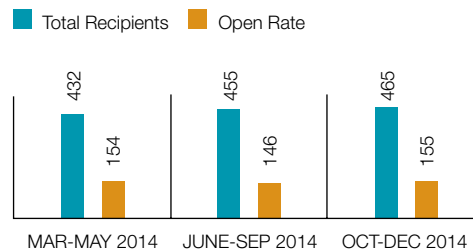


In 2014 on average 5057 people received the FTAO Newsletter and, on average, approximately 1000 of them read it all or part of it.

Internal Bulletin

The Fair Trade Advocacy Internal Bulletin is a monthly update on the work of the FTAO sent to the Fair Trade movement. In 2014 FTAO sent 11 Internal Bulletin issues.

BULLETIN TRENDS



With an average of 450 recipients, around 150 Fair Trade movement actors who received the Bulletin in 2014 read all or part of it, on average, each time.

Press Releases

In 2014 FTAO issued 13 Press Releases:

- *Toast to Fair Trade in Public Procurement - January*
- *European public authorities rewarded for their Fair Trade cotton commitments - March*
- *European civil society coalition calls on MEP candidates to support trade and investment rules that work for people and the planet - April*
- *Your clothes already tell a story about who you are. Now they can tell a better one. - April*
- *Vote for Fair Trade Manifesto is launched with the endorsement of two European Commission President candidates - April*
- *Third candidate for the European Commission Presidency announces support for the Fair Trade Manifesto - April*
- *European Youth Event hosts debate on World Fair Trade Day - May*
- *Four hundred European Parliament elections candidates and three lead European Commission Presidency candidates commit to Fair Trade - May*
- *Fair Trade movement congratulates first Fair Trade-enthusiast European Commission President - May*
- *Commission passes on hot potato on Unfair Trading Practices - July*
- *Fair Trade housewarming at the European Parliament - October*
- *Report launch event in the European Parliament - November*
- *Who's got the power? New study confirms imbalances in agricultural supply chains - November*

Videos

9 Vote for Fair Trade campaign videos

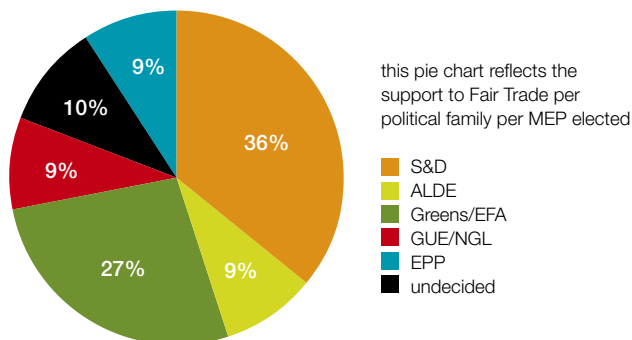
6 MEPs & Video Testimonials

3 Fair Trade Breakfast videos

1 Who's got the power? video



Vote4FT EP elections campaign results



Distribution per political group

The campaign brought about positive results in terms of greater support to Fair Trade in the European Parliament after the EP elections of May 2014. Out of 512 candidates who signed the Fair Trade Manifesto during the elections campaign, 118 of them were elected and became Members of the European Parliament in June 2014.

Fair Trade supporters can be found across the main political groups in the European Parliament, with a stronger support coming from the Social-Democrats (S&D) and Greens, but yet with a significant group of supporters among the European Left, Liberals and Christian-Democrat parties. This is reflected in the new composition of the European Parliament Fair Trade Working Group, a cross party informal group of MEPs committed to Fair Trade. Linda Mc Avam (S&D, UK) remains the Chair of this Working Group, while the following MEPs took-up the new role of Vice Chairs: Charles Goerens (ALDE-Liberal-Luxembourg), Judith Sargentini (Greens/EFA, The Netherlands), Sirpa Pietikainen (EPP-Christian-Democrat, Finland) and Helmut Scholz (GUE/NGL-Left, Germany).

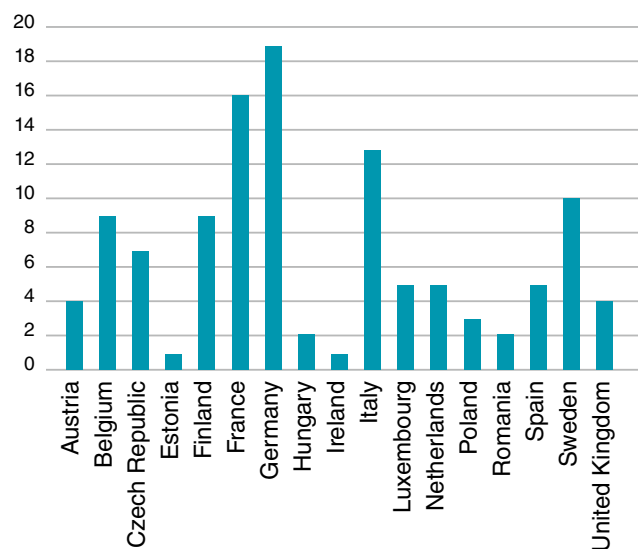
Distribution per country

The Vote for Fair Trade manifesto scored the best results in the largest countries in terms of population (i.e. having more MEPs in the European Parliament): Germany, France and the UK. The manifesto scored well in Italy, mostly thanks to the success of the social-democrat party in the elections. Other countries, where the support to Fair Trade is usually high, follow the list: Belgium, Finland and Sweden. The support to the Fair Trade manifesto was weaker in Central and Eastern European countries, such as the Czech Republic, Poland and Romania, where Fair Trade is a relatively new concept.



Martin Schulz, the current President of the European Parliament has signed the Fair Trade Manifesto, which lays down the main Fair Trade movement demands to the European Union for the 2014-2019 term.

Distribution per country



Events and activities

15 January, Strasbourg, France

Toast to Fair Trade in Public Procurement

22 January, 20 May, 3 December, Brussels, Belgium

“Local and regional support for Fair Trade in Europe, what can be done at EU level?”

27 March, Bremen, Germany

European Fair Cotton procurement Awards ceremony

4 April, Brussels, Belgium

European Parliament Fair Trade Working Group

29 April, Brussels, Belgium

Unfair Trading Practices & Power in supply chains / Civil Society strategy meeting

10 May, Strasbourg, France

Fair Trade debate at the European Youth Event 2014 (EYE 2014)

12 May, Vienna, Austria

Vienna Vote for Fair Trade event

9 September, Brussels, Belgium

European Parliament Fair Trade Working Group

10 September, Bogotá, Colombia

Workshop “Fair Trade as a tool for sustainable

development” hosted by the EU delegation in Colombia

7 & 8 October, Brussels, Belgium

Fair Trade Advocacy Marathon

8 October, Brussels, Belgium

European Parliament Fair Trade Breakfast

12 October, Brussels, Belgium

Commerce Équitable au-delà de 2015: quel rôle pour les communes?

16 October, Brussels, Belgium

Fair Trade coffee (fika) event at the European Parliament

12 November, Brussels, Belgium

European Parliament Fair Trade Working Group

18 November, Brussels, Belgium

Launch event of the “Power in supply chains” report at the European Parliament

26 November, Cape Town, South Africa

Workshop to brainstorm on the Fair Trade movement advocacy in South Africa



8 October 2014 (Brussels): Fair Trade Breakfast at the European Parliament

While listening to the speeches MEPs and Fair Trade actors enjoyed breakfast with Fair Trade ingredients



Financial results

2014 Income

Membership fees	€ 108,833.00
Max Havelaar Belgium Partnership	€ 12,000.00
Additional income	€ 27,726.00
Vote4FT EU funded project	€ 98,122.00
tot.	€ 246,681.00

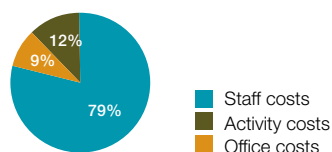
2014 Income



2014 Expenditure

Staff costs	€ 245,978.00
Office costs	€ 26,705.00
Activity costs	€ 37,614.00
tot.	€ 310,297.00

2014 Expenditure



Audit report by KPMG available under request.



Village Partenaire - Bureau 1
15 Rue Fernand Bernierstraat
1060 Brussels - Belgium
T: +32 (0)2 54 31 92 3
F: +32 (0)2 54 34 44 4
info@fairtrade-advocacy.org
www.fairtrade-advocacy.org

